

USDA Foreign Agricultural Service

# GAIN Report

Global Agricultural Information Network

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**Date:** 07/15/2011

**GAIN Report Number:** CA11040

## Canada

**Post:** Ottawa

## This Week in Canadian Agriculture - Issue 15

### **Report Categories:**

Agriculture in the News

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### **Report Highlights:**

Agriculture Ministers Share Vision about Growing Forward 2 \* Survey Finds Local Food Favored But Not If It Costs More \* Endorsement Sought for Lower Pork Cooking Temperature \* Growing Forward 2 Consultations Continue

This Week in Canadian Agriculture is a review of Canadian agricultural industry developments of interest to the U.S. agricultural community. The issues summarized in this report cover a wide range of subject matter obtained from Canadian press reports, government press releases, and host country agricultural officials and representatives.

*Disclaimer:* Any press article summaries in this report are included to bring U.S. readership closer to the pulse of Canadian developments in agriculture. In no way do the views and opinions of these sources reflect USDA's, the U.S. Embassy's, or any other U.S. Government agency's point of view or official policy.

## **Agriculture Ministers Share Vision about Growing Forward 2**

Federal, provincial and territorial (FPT) Ministers of Agriculture met in Saint Andrews, New Brunswick, to discuss the future prospects and potential of the Canadian agriculture and food sector. Participants agreed that the next policy framework, Growing Forward 2, must help the agriculture industry capitalize on emerging market opportunities in dynamic and innovative ways. Building on the success and flexibility of the current policy approach, Ministers agreed to the principles outlined in the Saint Andrews Statement as a guide for officials in their collaboration with industry. The full text of the [Saint Andrews Statement is available on the AAFC website](#). The next annual meeting is to take place in Whitehorse, Yukon, September 12-14, 2012.

## **Survey Finds Local Food Favored But Not If It Costs More**

Results from a new survey sponsored by Farm Credit Canada (FCC), reportedly shows that despite a preference for buying Canadian food products, many consumers don't put their money where their mouth is. The survey, ran in mid-March using a sample of 2,015 Canadians from a panel convened by pollster Angus Reid, found 95 percent of respondents agreed buying locally-grown food is "a priority or a preference" but only 43 percent were willing to pay more for food grown locally. The same survey found 96 percent of respondents "indicate a preference for purchasing Canadian products," but only 41 percent of those were willing to pay more for them. According to Senior Agricultural Economist at FCC, Jean-Philippe Gervais, data from Statistics Canada and the Organization for Economic Co-operation and Development (OECD), show that the average Canadian household spending on food, as a portion of the total household budget, has decreased from 19 percent in the 1960s to 10 percent in 2009. The survey drilled deeper, however, to find respondents were more likely to buy local or buy Canadian at the grocery store, and to pay more for it, if they have at least visited a farm, or if they have a "personal connection" to agriculture. For more information, please follow this link:

[http://www.fcc-fac.ca/en/AboutUs/Media/news20110713\\_sk\\_e.asp](http://www.fcc-fac.ca/en/AboutUs/Media/news20110713_sk_e.asp)

## **Growing Forward 2 Consultations Continue**

Agriculture and Agri-Food Canada and provincial and territorial governments continue to hear from Canadians and agriculture industry representatives in order to develop the next agricultural policy framework – Growing Forward 2, (GF-2). The new program will build on the existing programs and leverage the ingenuity of farmers, processors and others in the sector to continue to generate economic

growth. To support the development of GF-2, farmers, processors, distributors, manufacturers, retailers and consumers are being engaged through an online process. Engagement documents and an online feedback forms are available on the Growing Forward 2 website until September 30, 2011 (<http://www4.agr.gc.ca/AAFC-AAC/display-afficher.do?id=1298647293136&lang=eng> ). For more information on GF-2, visit the website:  
<http://www4.agr.gc.ca/AAFC-AAC/display-afficher.do?id=1294780620963&lang=eng>

### **Endorsement Sought for Lower Pork Cooking Temperature**

Canada's hog farmers are seeking changes to Canadian pork safety standards to match those recently updated in the United States. Specifically, on May 24, 2011, the U.S. Department of Agriculture (USDA), issued updated recommendations on cooking temperatures for whole cuts of meat. Those recommendations advise that meat should be cooked to an internal temperature of 145 F° (63 C°), after which the consumer must allow the meat to rest for three minutes before it is carved or eaten. In a recent article, Mary Ann Binnie, Manager of Nutrition and Food Industry Relations for the Canadian Pork Council, stated that Health Canada should follow USDA's lead, noting that "overcooking pork is certainly not necessary, . . . and that the overcooked meat tends to be drier, tougher and less flavorful. The results of the U.S. research cited in USDA's decision are therefore "wonderful news" from the fresh pork industry's perspective."

**Exchange Rate:** Noon rate, July 14, 2011 (Bank of Canada): U.S. Dollar = C\$0.9585

### **Most Recent Reports from FAS/Ottawa:**

<a href="#">Report #</a>	<a href="#">Name of Report</a>	<a href="#">Date Submitted</a>
CA11039	Biotechnology Annual Report	07/15/2011
CA11037	This Week in Canadian Agriculture – Issue 14	07/07/2011
CA11036	Biofuels Annual Report	07/05/2011
CA11035	This Week in Canadian Agriculture – Issue 13	06/17/2011
CA11033	Northern Trends – Spring Edition	06/02/2011
CA11032	Top Ten U.S. Fresh Vegetable Exports to Canada	05/27/2011
CA11029	Top Ten U.S. Fresh Fruit Exports to Canada	05/19/2011
CA11025	Agent and Broker Directory – Central Canada	05/03/2011
CA11023	2011 Canadian March Planting Intentions	04/29/2011
CA11022	U.S. Wine Exports to Canada Show Explosive Growth	04/21/2011